



Wrote Green Eggs and Ham on a \$50 bet that it was impossible to write a story in 50 words. He won.



*"Be who you are and say what you feel, because those who mind don't matter and those who matter don't mind."*



Would lock himself in a room for over 8 hours a day with no music or distractions in order to write his books.



Added Dr. to his name in honour of his father who wanted him to practice medicine.



His books were rejected by editors up to 30 times before being published.

**Wrote over 46 children books which were translated into over 20 languages.**



Because his books were so accessible and fun for kids, he has played a big part in teaching kids to read.



*"I like nonsense, it wakes up the brain cells."*

Known for his quirky, non-sensical poems and story books for children.

Dr. Seuss wouldn't start writing stories with a moral in mind because children would find the message too obvious.

**Owned a thinking cap that he would wear when faced with a creativity block.**





## Information

Created by Mark Zuckerberg while he was a student at Harvard (age 21). He then dropped out of Harvard to focus on his new business.

## Friends

Facebook has over 900 million users. One out of every 12 people have a facebook account. Over 700 billion minutes are spent on facebook worldwide each month.

## Likes

Brilliant Addictive  
Innovative Genius  
Techy Nosey  
Social Network

## Wall

## Info

## Photos

## +

Attach:



Share

Options



I aim to **connect people** and enable them to communicate through sharing photos and messages.



While most **users love me** and can't imagine life without me, I've been accused of invading privacy.



I am the **largest** social network in the world.



"The question isn't, 'What do we want to know about people?', it's, '**What do people want** to tell about themselves?' "



My original purpose was to facilitate **communication** between college students in the US.



I have been banned in several countries such as China, which has **implemented its own** social network.



My offices are open space: **modern** but no privacy.



Over 57% of users access me on their **mobile** phone.

## Create an Ad



Mark Zuckerberg was awarded person of the year in 2010



Facebook is translated into over 90 languages including Pirate.



**Profession: President of the USA, inspirational keynote speaker, world leader, Nobel peace prize recipient.**

He is mindful in his decision making.

He exhibits confidence, but is also very caring and compassionate towards the situations of others.

Talents: Doesn't compromise his values, shows integrity, strong belief in what he says, respectful and fair.

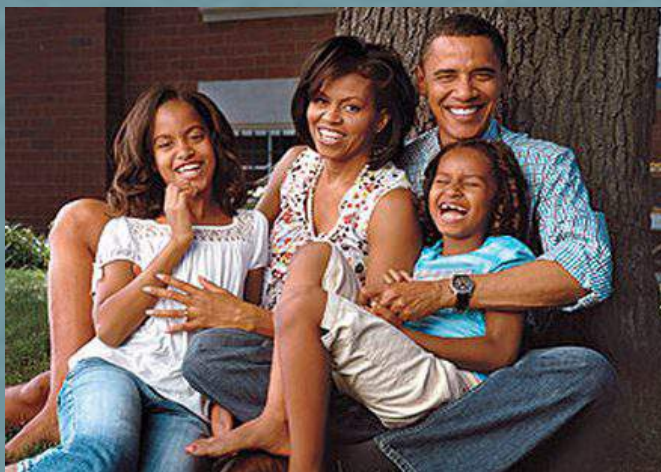
Unlike his predecessor, Obama is globally respected.

**YES WE CAN**

He didn't stray from his values even when dealing with difficult situations such as the global financial crisis, and instead allowed them to guide his decisions.

Places a lot of importance on his family and puts them first.

Considers the wellbeing of his people in all decision making.



**Barack  
Obama**

**“Change will not come if we wait for some other person or some other time. We are the ones we've been waiting for. We are the change that we seek.”**

**“I don't care whether you're driving a hybrid or an SUV. If you're headed for a cliff, you have to change direction.”**



He was born Kal-El on the planet Krypton, before being rocketed to Earth as an infant by his scientist father Jor-El, moments before Krypton's destruction.

# SUPERMAN

## The Man of Steel

Sworn to protect all people

His only true weakness:  
**KRYPTONITE**



Unable to reveal his true identity to protect those he loves.

Most of the time, he assumes his alter ego Clark Kent, a "mild-mannered reporter" for the Metropolis newspaper Daily Planet. There he works alongside reporter Lois Lane, with whom he is romantically linked.



- Faster than a speeding bullet
- More powerful than a locomotive
- Able to leap tall buildings in a single bound



Harry Potter is an orphan who discovers that he is a wizard. Wizard ability is inborn, but children are sent to wizarding school to learn the magical skills necessary to succeed in the wizarding world.



At the orders of his patron, the wizard Dumbledore, Harry is placed in the home of his Muggle (non-wizard) relatives, who keep him completely ignorant of his true heritage.

Harry is invited to attend the boarding school Hogwarts School of Witchcraft and Wizardry



*MAGIC*

*TEAMWORK*

*WIZARD*

He is torn between doing the right thing and breaking the rules.

# Harry Potter



Harry learns important lessons through friendship and confrontations with villains. His mentor, Dumbledore, also helps him to get through tough times.







Madonna is an American recording artist and entertainer. Born and raised in Michigan, she moved to New York City for a career in modern dance. After performing as a member of the pop musical groups 'Breakfast Club' and 'Emmy', she released her self-titled debut album in 1983. She went on to produce three consecutive number-one studio albums in the 1980s and then four more since 2000.

Madonna is known for exploring religious symbolism and sexual themes in her work. This drew criticism from the Vatican in the late 1980s.

**FAME**

**FORTUNE**



**Always controversial**

*"Madonna's music videos were banned by MTV and VH1"*

**Ability to  
reinvent herself**

In 1992, she founded an entertainment company, Maverick, which published a book of photographs (*Sex*). She also released a studio album (*Erotica*) and starred in a film (*Body of Evidence*) with erotic themes. These works generated negative publicity and coincided with a fall in commercial sales in the 1990s. Madonna's career was revived in 1998, when the release of her album *Ray of Light* garnered critical acclaim.

**ALWAYS ON TOP**

**PHILANTHROPIST**

*Confessions Tour*

**MADONNA**





*Does try to do the right thing by the ones he loves*

# HOMER

Despite the suburban blue-collar routine of his life, he has had a number of remarkable experiences.

He is fiercely devoted to his beer.. I mean family.

*"Everyone sucks but me"*

*Clearly defined needs and goals  
When 'stupid' is the only way!*



Homer embodies several working class stereotypes

Homer is the boorish father of the Simpson family. With his wife, Marge, he has three children: Bart, Lisa and Maggie. As the family's provider, he works at the Springfield Nuclear Power Plant.

*Crude  
Overweight  
Incompetent  
Clumsy  
Lazy*

*A simple man*





# WHERE FANTASY BECOMES REALITY

## WHERE DREAMS COME TRUE

### MAGIC KINGDOM

“Newer rules and procedures are never the answer, nor is a cleverly worded corporate mission statement. Mission statements come off as very hollow sounding when the management is not sincere.” – Walt Disney

“Transforming your company with contagious business techniques will empower your employees to make a difference.”  
– Walt Disney

Walt Disney is one of the largest media and entertainment corporations in the world. The animation studio was founded on October 16, 1923 by brothers Walt and Roy. Disney has become one of Hollywood’s largest studios, and is the owner and licensor of eleven theme parks and several television networks, including ABC and ESPN.



“Always surpass your employees’ and clients’ expectations. You make your company special by doing the things that other companies will not do because it seems ‘above and beyond’. Give people everything you can give them. After time, you will begin to reap a snow-ball-effect of positive benefits.”

“When we are brainstorming a new attraction during the blue-sky phase, the one thing we are never allowed to do is say ‘No, that will never work’ when someone is presenting an idea. As soon as one person says, ‘No, I don't like it’, the creative process stops. On the contrary, when a working environment is set up so that no idea is bad; eventually someone blurts out a crazy idea that leads to a radically wonderful new concept. Nearly every great idea starts from someone's crazy blurt.”

-- Walt Disney

## DISNEY’S PHILOSOPHY

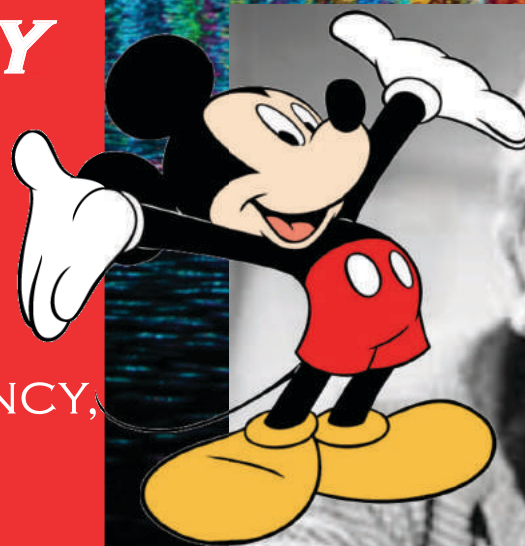
“WE CREATE HAPPINESS”

“DISNEYLAND NEVER SLEEPS”

“OUR 4 KEYS ARE: COURTESY, EFFICIENCY, SHOW AND SAFETY”

“NO IDEA IS TOO OUTLANDISH”

“EVERYONE IS A V.I.P”





**The world's most recognised and used search engine.**



## Google has created its own term in pop culture - **“Google it”**

While it is known for being a search engine, it has created other breakthrough products such as Gmail, Google Maps, Google Earth, Google Energy and Android.

One of the biggest leaps in search usage came about when they introduced their much improved spell checker giving birth to the *“Did you mean...”* feature. This instantly doubled their traffic.

In 2011, 96% of Google's \$37.9 billion revenue came from advertising alone.



## Integrate Sensibly

The infamous “I feel lucky” is nearly never used. However, in trials it was found that removing it would somehow reduce the Google experience. It was a comfort button for users, so Google kept it.

Google's Android mobile operating system is the world's leading smartphone platform surpassing Nokia and Apple with a 33% share

**Google has over 19,000 employees**

- 37% are research staff
- 37% are sales staff

Google searches its extensive database of 3 billion web pages every time a query is entered, with the average search taking 0.5 seconds to find the most relevant pages. If you were given the same task only taking a quick one-minute scan over each page the same task would take 5,707 years.

## Give users what they want when they want it

The meaning of Google: *“Googol”* is the mathematical term for a 1 followed by 100 zeros. The term was coined by Milton Sirotta, nephew of American mathematician Edward Kasner, and was popularised in the book *“Mathematics and the Imagination”* by Kasner and James Newman. Google's play on the term reflects the company's mission to organise the immense amount of information available on the web.

Google might be the only company with the explicit goal to **REDUCE** the amount of time people spend on its site.



He had a reality TV show called The Rebel Billionaire.

Branson's Virgin brand grew rapidly during the 1980s when he set up **Virgin Atlantic Airways**. Other brands that have followed since include **Virgin Cola, Virgin Vodka, Virgin Mobile, Virgin Finance, Virgin Brides, Virgin Cinema** and over a hundred others.

Not all of Sir Richard's ventures have been a success: Virgin Trains damaged the company's reputation, as they inherited many of the problems left over from British Rail. He also had to sell Virgin Records in 1992 to keep his airline alive: a move he regretted, resulting in the launch of V2 Records a few years later.

**His company is called Virgin, because Sir Richard and the other co-founders were all "virgins to business".**

**Famous for his Virgin brand of over 200 companies**

**British entrepreneur**

He has been involved in a number of world record-breaking attempts, including ocean crossings by both boat and hot air balloon.

Richard Branson



**Virgin Galactic** plans to make flights to outer space available to the public with tickets priced at US \$200,000. In 2013, the price jumped 25% to \$250,000.

Virgin



# Beautiful design

In 2013 the App Store offered 900,000 apps for download to iOS users. The App Store saw 50 billion total app downloads, **1.8 billion per month**. The top 200 apps available in the App Store generate **\$5.1 million** in daily revenue.



# Innovative

1980's Apple III was the first completely new computer designed by Apple Computer, Inc. It was a commercial failure though, and people continued to buy the older Apple II. Apple listened to its consumers, and were certainly not deterred by failure. Three years later, the Apple IIe was the longest-lived Apple computer of all time, having a run of nearly eleven years.

# Sexy

In 2011, Apple made and sold 70 million iPhones, 30 million iPads, and 59 million other products. In 2011, Apple's profit per employee was \$400,000.



# Simple

# User-friendly

# Intuitive interfaces

In 2012, Apple sold 17 million iPads in the third quarter, which is an 84% increase year-over-year and a new record for a single quarter. Apple has now shipped more than 84 million iPads since the product launched in 2010.

Each Apple store generates an average of \$11.1 million in revenue and receives 17,000 visitors per week.

Apple





Nike's first self-designed product was based on Bowerman's "waffle" design in which the sole of the shoe was made by the pattern of a waffle iron.

NikeiD was a foray into mass customisation – consumers can design their own running shoe and Nike will build it.


Nike sponsors many high profile athletes and sports teams around the world, with the highly recognised trademark of the Swoosh logo.

In addition to manufacturing sportswear and equipment, the company operates retail stores under the **Niketown** name.

# Guts & determination

*The world's leading designer, marketer and distributor of authentic athletic footwear, apparel, equipment and accessories for a wide variety of sports and fitness activities.*

# Stylish yet functional

 Nike+ involved Nike creating a global community of runners. Through its website, runners can enter their stats, compete and compare themselves with runners worldwide, and basically fuel their motivation for running, all courtesy of Nike.

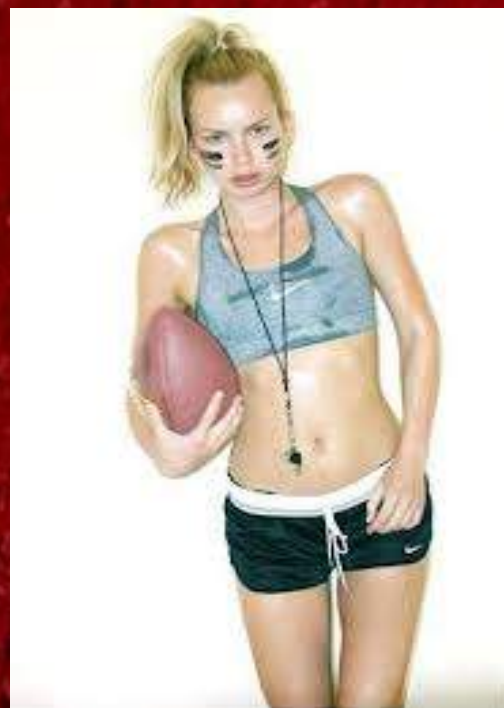
In 2013, Fast Company magazine named NIKE, Inc. the No. 1 Most Innovative Company in its annual ranking of the world's top 50 innovators. The cover story lauds the Nike+ FuelBand and Nike Flyknit technology.

Nike has many marketing names, such as Nike Golf, Nike Pro, Nike+, Air Jordan, Nike Skateboarding, Team Starter, and subsidiaries like Bauer, Cole Haan, Hurley International, Umbro and Converse.

**JUST DO IT.**

Nike has a 31% share of the global athletic footwear market, with an average of 120 million Nike shoes sold each year.

Copyright Inventium Toolbox 2016  
www.inventium.com.au



MOST INNOVATIVE COMPANIES 2013

**NIKE: THE NO. 1 MOST INNOVATIVE COMPANY OF 2013**

FOR A PAIR OF REVOLUTIONARY NEW PRODUCTS AND A CULTURE OF TRUE BELIEVERS.



Believes in **Santa** and the **Easter Bunny**

**cheerful, energetic, enthusiastic**

**confuses fantasy with reality**

**5 year-old**

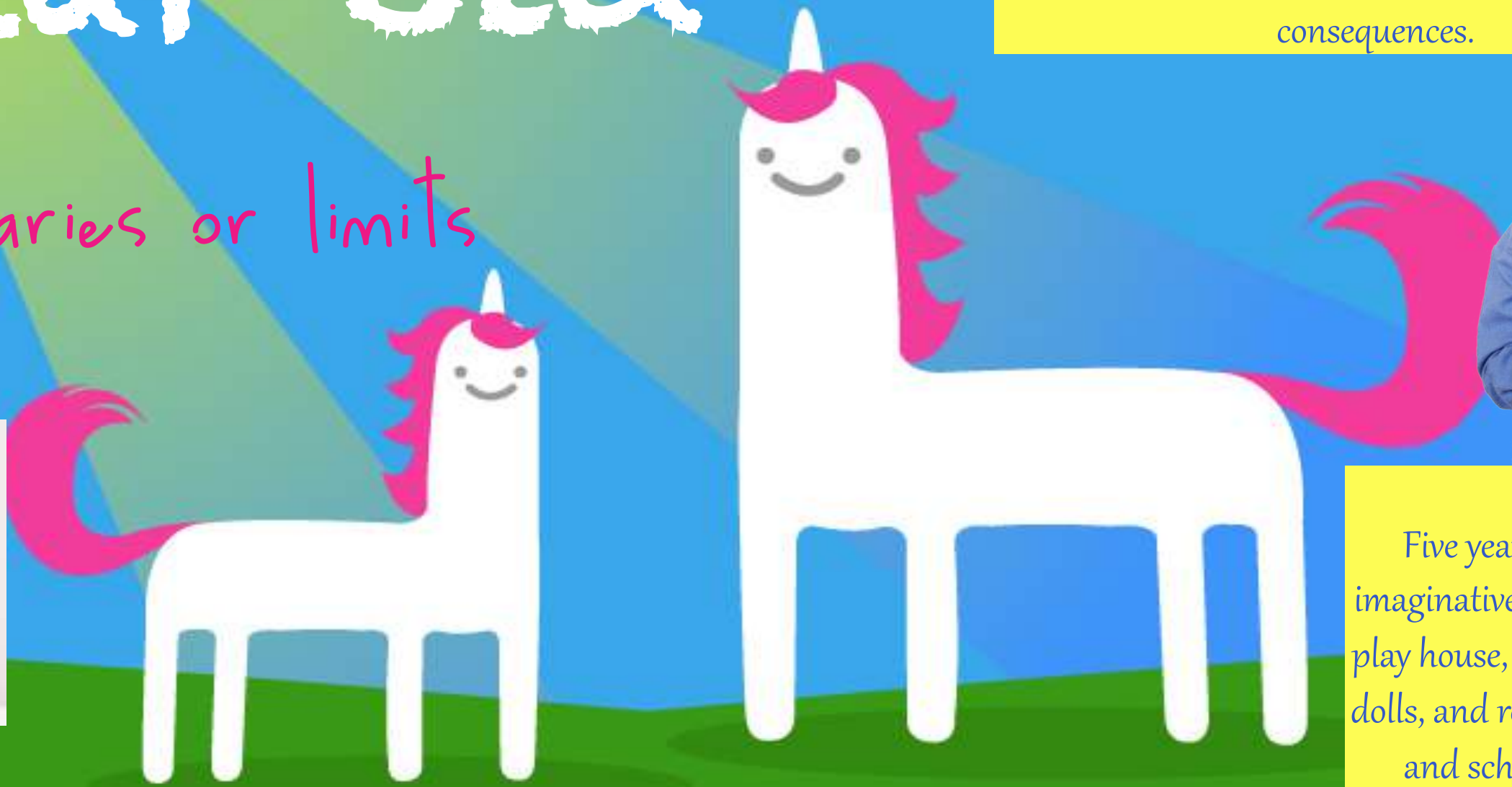
**No boundaries or limits**

The five-year old lives in the here and now, and doesn't comprehend the idea of long-term consequences.



**Illogical**

**Anything is possible!**



Five year-olds still love imaginative play. Girls love to play house, tend to their baby dolls, and recreate their home and school life in play.



**No-nonsense**

**PROPERTY AND REAL ESTATE MAGNATE**

By 1990, the effects of the recession left him unable to meet loan payments. Although he shored up his businesses with additional loans and postponed interest payments, increasing debt brought Trump to business bankruptcy and on the brink of personal bankruptcy. Banks and bondholders had lost hundreds of millions of dollars, but opted to restructure his debt to avoid risking losing even more in a court fight.

As a talented dealmaker, he was able to secure loans with little collateral in the 1980s and created an empire in real estate, casinos, sports, and transportation, becoming something of a celebrity in the process.



**Risk-taker**

**YOU'RE FIRED!**

**DONALD TRUMP**

**Ruthless**

**Tells it like it is**

**THE APPRENTICE**

By 1994, Trump had eliminated a large portion of his \$900 million personal debt and reduced significantly his nearly \$3.5 billion in business debt. While he was forced to relinquish the Trump Shuttle (which he had bought in 1989), he managed to retain Trump Tower in New York City and control of his three casinos in Atlantic City. He opened a new hotel and office building in New York City in 1996. In 1999, Trump indicated an interest in running for president on the Reform party ticket in 2000.

In 2003, Trump became the executive producer and host of the NBC reality show, *The Apprentice*, in which a group of competitors battled for a high-level management job in one of Trump's commercial enterprises. At the end of each episode, Trump eliminates at least one contestant while uttering the catchphrase "You're fired." For the first year of the show Trump was paid \$50,000 per episode, but following the show's initial success, he is now paid a reported \$3 million per episode, making him one of the highest paid TV personalities.





Amazon.com powers and operates retail web sites for Target, Sears Canada, Benefit Cosmetics, Bebe Stores, Timex Corporation, Marks & Spencer, Mothercare, and Lacoste. For a growing number of enterprise clients, currently including the UK merchants Marks & Spencer, Benefit Cosmetics' UK entity and Mothercare, Amazon provides a unified multichannel platform whence a customer can interchangeably interact with the retail website, standalone in-store terminals, and phone-based customer service agents.

A huge part of Amazon's success is its use of **consumer marketing**, where the people buying the books write the reviews, creating interest and increasing book sales.

Amazon is America's largest online retailer, with nearly three times the internet sales revenue of its closest runner.



**Neighbours helping neighbours**

## Community of book readers



In 2010 there were more than 650,000 books in Kindle Store. Kindles have been shipped to more than 120 countries and its content is provided in 6 different languages.



**Authors can self-publish through Amazon Book Surge.**

Amazon has steadily branched into retail sales of music CDs, videotapes and DVDs, software, consumer electronics, kitchen items, tools, lawn and garden items, toys & games, baby products, apparel, sporting goods, gourmet food, jewelry, watches, health and personal-care items, beauty products, musical instruments, clothing, industrial & scientific supplies, groceries, and more.

Amazon introduced **same-day shipping** in seven major U.S. markets more than three years ago, but the e-commerce giant's significant 2012 expansion of its next-day and same-day delivery services was a jolt. Rivals such as Google, eBay and Walmart could only attempt to catch up.

Amazon.com sells 143 Kindle e-books for every 100 hardcover books. You can order a book and start reading it in less than 60 seconds.

Amazon's initial business plan was unusual: the company did not expect a profit for four to five years. The strategy was effective. Amazon grew steadily in the late 1990s while other Internet companies grew blindingly fast. Amazon's "slow" growth provoked stockholder complaints that the company was not reaching profitability fast enough. Amazon persevered, and, finally, turned its first profit in 2001 of \$5 million on revenues of more than \$1 billion. This was just 1¢ per share, but the profit was symbolically important. Revenues increased thanks to product diversification and an international presence, going up to \$10.7 billion in 2006.





When she started kindergarten, she wrote a note to the teacher, insisting she should be allowed to skip kindergarten. The kindergarten teacher agreed. After skipping kindergarten and finishing first grade, she was skipped ahead to the third grade.

**Oprah was included in the Forbes Billionaire list. She was the first African American woman to be included in the prestigious list.**

## **Savvy business woman**

Oprah is the only individual to appear on Time's 100 most influential people list five times.

The Oprah Magazine, sometimes simply abbreviated to O (founded by Oprah) is a monthly magazine for women. It was first published in 2000, and as of 2004, its average paid circulation was over 2.7 million copies - two thirds by subscription.

Oprah, posing alone, has exclusively appeared on the cover of each issue since its inception.

Hosts the most popular and recognised English-speaking talk show on earth.

## **'Love is in the details'**

## **Head of her own network**

## **Success against the odds**

At the young age of 14, she gave birth to a baby boy. The boy unfortunately died two weeks later, due to complications from being born two months premature.



In 2013, Oprah was ranked No. 13 on Forbes World's Most Powerful Women list. Her net worth is reputed to be \$2.7 billion as of March 2012, making her the richest African-American and one of the most lucrative brands in the world. She is involved in many charities with her latest being The Oprah Winfrey Leadership Academy for Girls which was founded in 2007.



Oprah's book club segment run on the Oprah Winfrey show has the power to increase book sales and distribution from tens of thousands to millions. Oprah has so much influence that a personal endorsement is considered guaranteed success for that product or service in the short to medium term.



# **Oprah Winfrey**



# WONKA'S GOLDEN TICKET

GREETINGS TO YOU, THE LUCKY FINDER OF THIS  
GOLDEN TICKET, FROM MR. WILLY WONKA!...

**PRESENT THIS TICKET AT THE FACTORY GATES AT TEN O'CLOCK  
IN THE MORNING OF THE FIRST DAY OF OCTOBER AND DO NOT  
BE LATE. YOU MAY BRING WITH YOU ONE MEMBER OF YOUR  
OWN FAMILY... AND ONLY ONE... BUT NO ONE ELSE.....**

*In your wildest dreams you could not imagine the marvelous SURPRISES  
that await YOU!*

OWNER OF AN  
EMPIRE BUILT  
ON DREAMS

LIFE IS MORE FUN WITH WONKA



MAKING PEOPLE  
HAPPY IS A VERY A  
SERIOUS BUSINESS

Willy Wonka is the son of dentist Dr. Wilbur Wonka. Wonka had a traumatic childhood: his father forbade him to eat candy and forced his son to wear large and unsightly orthodontic headgear. Eventually, he tastes chocolate and starts getting ideas for other candies. When he becomes an adult, Wonka opens his own candy store, which he grew into a candy and chocolate empire.

Willy  
& WONKA

PURE IMAGINATION

KEEPS HIS SECRETS CLOSE  
AND PEOPLE AWAY

RULED BY THE CHILD AT HEART



Robert  
Rogers  
2013



**On average eBay has more than 1 billion page views a day, with 600 million listings and 204 million registered users.**

eBay has such high margins partly because it has no factories or inventory, but also because its customers do the work.

**Out-bid**

eBay was created in September 1995 by Pierre Omidyar. eBay was initially called Auction Web and was a hobby website and experiment.

In Q3 2011, 3 purchases per second were made using eBay mobile devices globally and eBay apps have been downloaded more than 50 million times globally.

**eBay hosts nearly four million auctions every day, with almost half a million new items being added for sale every 24 hours.**

**A place for entrepreneurs to set up shop**



In 2006, a luxury 405 foot yacht (sold by a company called 4Yacht) closed on eBay for, wait for it, **\$85 million**. And that was just the deposit – it's full cost was \$168 million.

**Bargains**

The world's time zones provide a kind of natural load-balancer. When there's a surge in traffic from US, that's generally when Europe [the second-largest region using eBay] is asleep – and vice versa.

**Online auctions and shopping**

**Rare items**

**Some interesting things sold on eBay:**

- William Shatner's kidney stone, bid by the Golden Palace Casino for \$75,000
- A large (and genuine) piece of The Planet Mars for \$450,000
- A town – Bridgeville, California. It was sold for \$1.7 million





Spiderman first appeared in the *Amazing Fantasy* comic (issue 15) in 1962. An original copy of this comic book was sold in 2007 for US\$210,000.

**Four blockbuster movies**

**HIDDEN IDENTITY**

His alter ego is Peter Parker, a science-wiz.

*The Amazing Spiderman* was made into a TV show in 1977

**THE AMAZING SPIDERMAN**

**POP CULTURE**

**SUPERHERO**

Spiderman can lift approximately 12 tons, climb on walls and is also very fast and agile. He also has a spider-sense, a 'fifth sense' which warns him against dangers.

**Clothing, action figures, memorabilia**

**SHOOTS WEBS**

Creator Stan Lee showed a more human side to Spiderman than other superheroes. Spiderman had teen trouble!







In 2012, Red Bull Stratos was a 'space diving' project where Austrian skydiver Felix Baumgartner flew 39 km's into the stratosphere before skydiving out over New Mexico – the next level extreme sport project received worldwide media coverage.



Red Bull was inspired by an energy drink from Thailand called Krating = (red) + Daeng = (Bull).

Mateschitz (Red Bull founder) was the international marketing director for Blendax, a toothpaste company, when he visited Thailand in 1982 and discovered that Krating Daeng helped to cure his jet lag.

**IT GIVES  
YOU WINGS!**

**Always cool,  
always evolving**

Red Bull launched Media House in Europe in 2007. In 2011 alone it filmed movies, signed partnership deal with NBC, develop a reality-TV ideas, partnered up with YouTube and expanded its magazine – Red Bulletin – into the US, giving it a global distribution of 4.8 million.



**=Energy**

# Red Bull®



**A brand that sees trends and  
goes there first**



**Knows youth**

**Fun**

Red Bull GmbH launched Red Bull in 1987, carbonated and not as sweet as the original Krating Daeng Thai energy drink. Red Bull entered its first foreign market (Hungary) in 1992, and the United States (via California) in 1997.



**In 2011, more than 4  
billion cans were sold  
in over 164 countries.**

**Sports,  
Dance,  
Music, Film  
& Creativity**



**Not just fast food - "We are a restaurant with choice"**



McDonald's is the world's biggest fast-food burger chain, with locations in 119 countries worldwide. Part of the company's global approach is to offer unique menu items in each country, from the chicken Maharaja Mac in India (where religious beliefs prohibit eating beef), shrimp burgers in Japan, to beer and bratwurst in Germany.

Recently, it has begun to offer salads, wraps and fruit (healthy choices) to capitalise on growing consumer interest in health and wellness.

**Cheap, fast and ready to go**

**Understood anywhere in the world**



In 2011, McDonald's \$27 billion in revenue makes it the 90th-largest economy in the world. McDonald's sells more than 75 hamburgers every second and feeds 68 million people per day.

McDonald's is the world's largest distributor of toys, with one included in 20% of all sales

Some McDonald's have been redesigned in a more 'natural' style, with a particular emphasis on comfort: introducing lounge areas and fireplaces, and eliminating hard plastic chairs and tables.



**One of the world's largest employers**



**McDelivery in Asia!**



The Australian Red Cross began in 1914 as a humanitarian response to WWII, but has grown to incorporate services such as blood donation, refugee assistance, first aid, disaster and emergency services, and youth and education projects.



## “The Power of Humanity”

In the year following the 2004 Tsunami, Australian Red Cross raised nearly \$117 million to assist tsunami-affected communities.

## Humanitarianism



Part of the International Red Cross and Red Crescent Movement - the largest humanitarian movement in the world.



In 2013, there were 606,600 donors giving more than 1 million blood donations.



*Mission: To be a leading humanitarian organisation in Australia, improving the lives of vulnerable people through services delivered and promotion of humanitarian laws and values.*

**Relies on the goodwill of people**

**30,000 volunteers and 60 local services and programs**

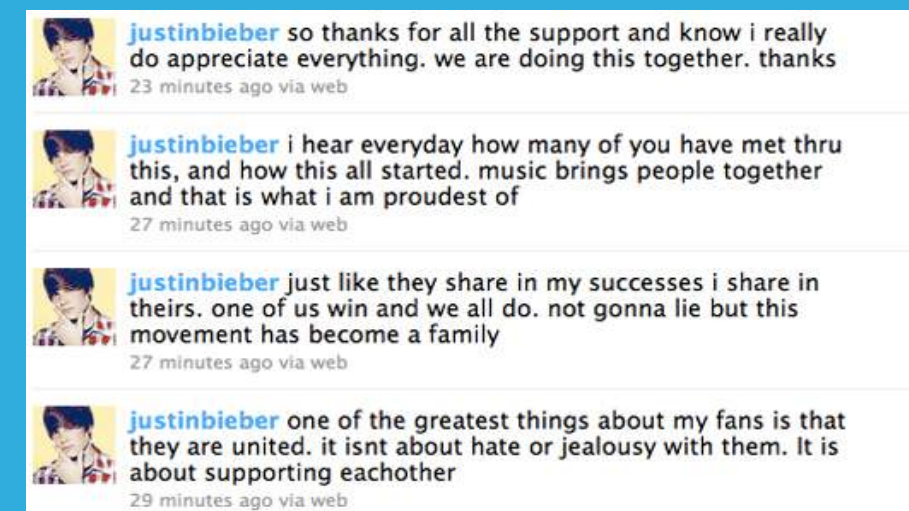
Because of the global Red Cross name, the Australian Red Cross Bushfire Appeal was promoted overseas, receiving international donations.







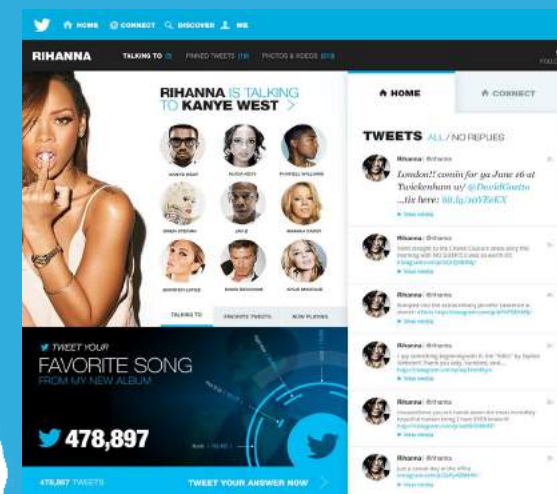
Justin Bieber was announced the most-followed twitterer with over 40 million followers.



What are you doing?

Micro-blogging

Only 20% of the twitter traffic comes through the website. Third party software on Smart Phones and computers contribute the rest.



Follow people, and be followed

# twitter

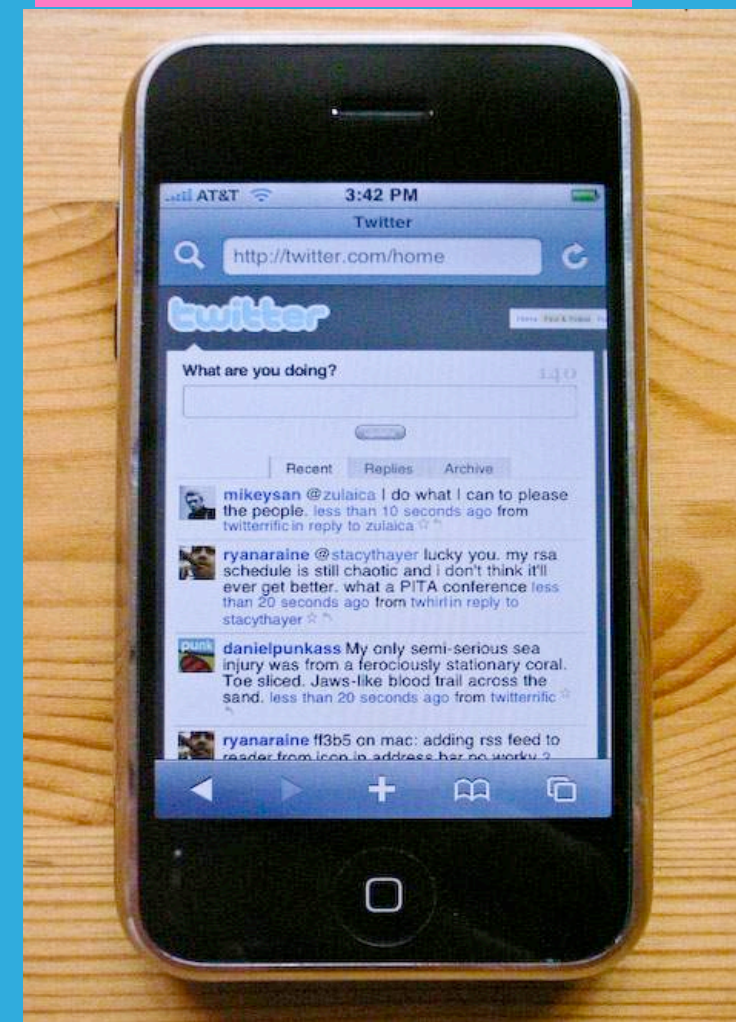
Tinyurl.com

Twitter was inspired by emergency dispatches on a police scanner, because they are always talking about where they are going, what they are doing and where they currently are.

Most businesses now include a twitter strategy as part of any good marketing campaign. Since 2011, there has been an increase of 663% of users asking for business recommendations on Twitter.



Get your message across in 140 characters or less





McLaren

Safety, quality, fashion, exclusivity  
and technology;

*Mercedes is comfortable in all these territories.*

## ULTIMATE PERFORMANCE

Mercedes-Benz employs one inspector for every 11 workers, and pays them to criticise their heads off. By the time a Mercedes-Benz gets the final stamp of approval, it has undergone thousands of separate inspections.

A history of  
greatness.

## SMOOTH RIDE



## SEEN IN ALL THE RIGHT PLACES

*The seats in the Mercedes-Benz cars were  
designed and shaped in consultation with  
leading orthopedic physicians.*

# Mercedes-Benz



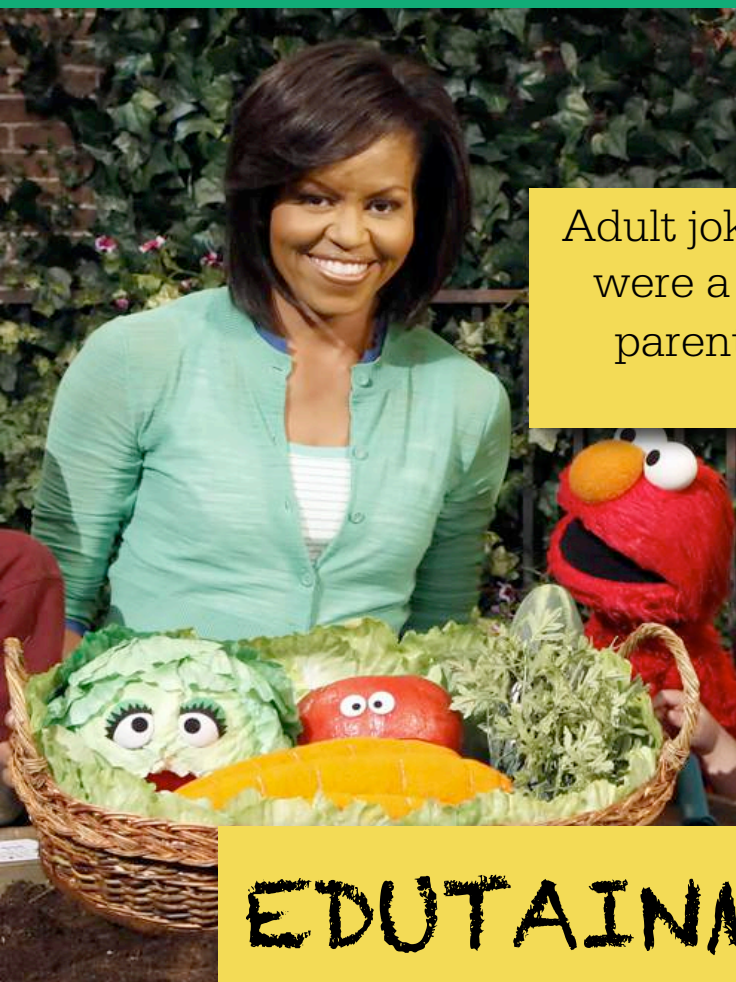
BOYHOOD FANTASY - YOU BUY ONE  
WHEN YOU GROW UP

Mercedes-Benz  
Video-Podcast



Copyright Inventium Toolbox 2016  
[www.inventium.com.au](http://www.inventium.com.au)





Adult jokes and humor that span generations were a deliberate ploy by producers to get parents and older siblings involved with childhood learning.

Sesame Street is set in an inner city street because that was the original American target audience - poor inner city families.

**EDUTAINMENT**

It has an unchanging main cast that always has something new to teach the next generation.



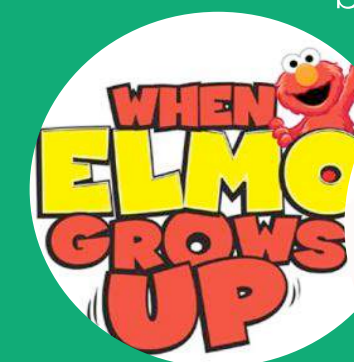
Who taught you to count?

An estimated 77 million Americans watched the show when they were children.

**153 Emmy Awards - more than any other children's show**



A show that is as current and innovative now as it was 44 years ago and has borne spin off after spin off.



can you tell me how to get to



**MY ABC's**



**GOOD & WHOLESOME**

Sesame Street is an acclaimed educational children's television series, first aired in America. It is seen as a pioneer of the contemporary educational television standard, combining both education and entertainment in a format thought initially laughable by every network it was pitched to. PBS America was seen to take a huge risk when the show first aired in 1967.



It's not just learning and entertainment; it's a product





After the success of The Simple Life, MTV created a reality TV series called Paris Hilton's new Best Friend, in which Paris searches for a new best friend.

Paris has dabbled in many careers, including modeling, acting, singing, writing, and doing numerous product endorsements.



Paris was sentenced to 45 days in jail for drink driving.

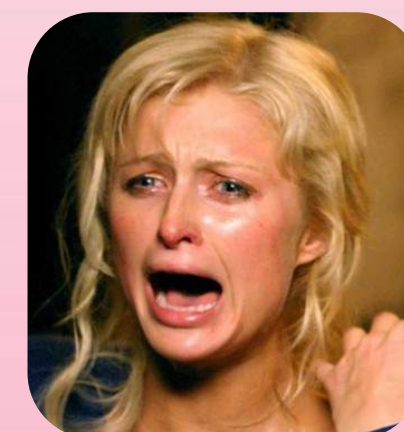
Reality TV

Iconic blonde

Heiress



Uses all media attention - good, bad or ugly – to her advantage



"Paris Hilton's Latest Movie Rated Worst in History" – US Magazine

Famous for being famous

# Paris Hilton

Sex tape



She's a brand companies will pay to get next to.







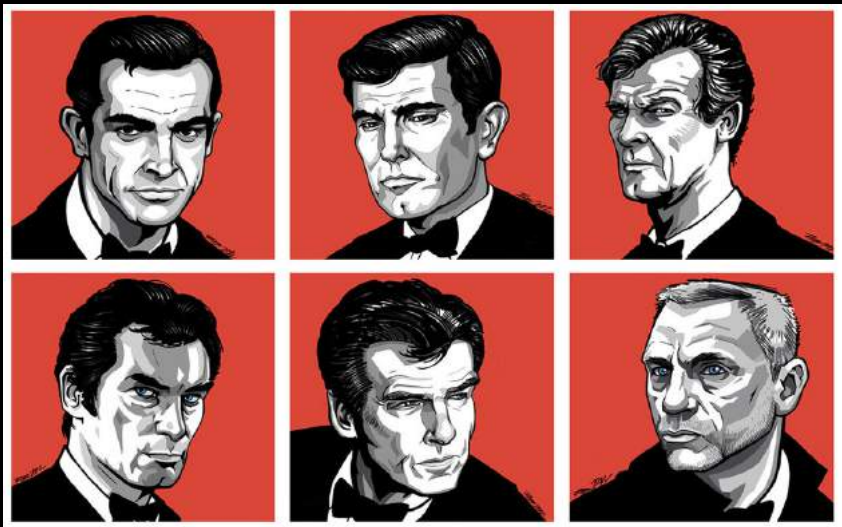
**"MEN WANT TO BE HIM,  
WOMEN WANT TO BE  
WITH HIM"**

**FAMOUS FOR ENDORSEMENTS OF BRANDS SUCH AS ASTON MARTIN AND ROLEX.**



**A LICENSE  
TO KILL**

**BEAUTIFUL CARS,  
STUNNING  
WOMEN & EXOTIC  
LOCATIONS.**



**MOST RESEARCHERS  
AGREE THAT JAMES  
BOND IS A  
ROMANTICISED SELF  
PORTRAIT OF IAN  
FLEMING; HIMSELF A JET-  
SETTING WOMANISER.**

James Bond 007 is a fictional character created in 1953 by writer Ian Fleming, who featured him in twelve novels and two short story collections. The character has also been used in the longest running and most financially successful English language film franchise to date, starting in 1962 with Dr. No.



**THE MARTINI AS A DRINK  
WAS ALMOST EXTINCT  
BEFORE BOND COINED  
"SHAKEN NOT STIRRED."**

# JAMES BOND





Breaking the  
rules

According to YRBS survey in 2011, 39.9% of students had used marijuana one or more times during their life and 25.6% of students had been offered, sold, or given an illegal drug by someone on school property.

No one understands me

# REBELLIOUS TEENAGER

"i feel out of place  
when i don't do what  
others are doing"

Adolescent  
awkwardness

Experimentation

A time of tension,  
rebellion, conflict, and  
frustration

"Teenage years are a crucial part of growing up. At this stage, they love to explore things, and when they are not permitted to do what they want, they will rebel. If parents don't know how to deal with their teens it will be a problem. It's best to have boundaries but know they might get broken." - Dr Phil

IT'S TIME TO DO WHAT YOU  
WANT AND F\*\*K THE  
CONSEQUENCES





**Sense of entitlement**

“We have a voice, and we have the ear of the decision makers. Not bad for a group of lazy, entitled, twentysomethings. We've learned the importance of balancing work and life from our overworked parents, and we've watched our older siblings and cousins struggle with their baby boomer bosses who refuse to retire. Now we're primed to change the workplace for the better”.

**Trophy kids**



**Twentysomethings**

**Youtube generation**

# GEN Y

Generation Y, like all past generations, has been shaped by the events, leaders, developments and trends of the times. Just as the Baby Boomers had the 60s, Rock and Roll and the Vietnam War, Gen Y has seen the rise of instant communication, made possible with the mainstreaming of the internet, along with email, texting, and IM. New mediums like YouTube, social networking sites like Facebook and Twitter are part of everyday life. Generation Y has always got someone listening and are ready to give back.

**Facebook generation**



Many employers are concerned over Gen Y's unrealistic expectations on their workplace and their desire to shape their jobs to fit their lives rather than be flexible.

**Instant gratification**

**What they want:**

1. To make a difference
2. To stay in constant communication with others
3. Flexibility in everything
4. Now please...

## Gen X

Cynical  
Distant Father  
Early 90's Recession  
Dysfunction as Badge  
Uncomfortable Consumers  
Bohemian tinged  
Sub cultural  
Social > Tech  
Spiritual Searchers  
Cool = Right Attitude  
Gender Deconstruction  
Neo-Liberal  
Adulescence  
Postmodern

## Gen Y

Ambitious  
Co-dependant Mum  
15 year Economic Boom  
Dysfunction as Shame  
Consumerism as life  
Conformity  
Bi-cultural  
Social < Tech  
Neo-Atheists  
Cool = Right Look  
Post-Fem re-embrace  
Neo- Conservative  
Tweens  
Post Postmodern

**Always connected**





Born fifth of 16 children to a farming family in the village of Taktser in Tibet

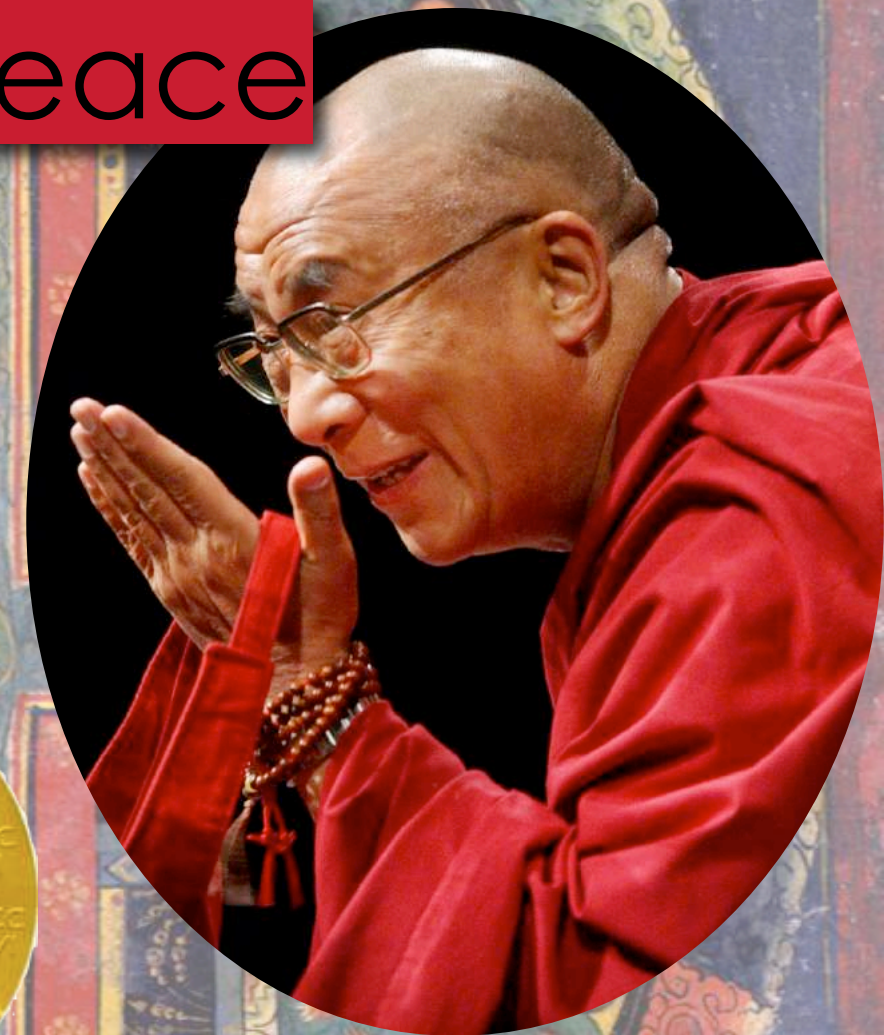


# Buddhism



A noted public speaker worldwide, he is often described as charismatic and was the first Dalai Lama to travel to the West. He seeks to spread Buddhist teachings and to promote ethics and interfaith harmony.

# Peace



# DALAI LAMA

# Harmony



The 14th Dalai Lama and the spiritual leader revered among the people of Tibet. He is the head of the Tibetan government but due to the Chinese government has been forced into exile and fled to India. Based in Dharamshala, he oversees the rule and affairs of the Tibetan government.



# Promotes ethics

He has received more than 100 honorary conferments and major awards...

...including the Nobel Peace Prize, honorary Canadian citizenship and the United States Congressional Gold Medal.



In 2012, His Holiness accepted the Templeton Prize, an award worth £1.1 million (\$1.77 million), which honours "outstanding individuals who have devoted their talents to expanding our vision of human purpose and ultimate reality."